

## Top 100 eke out 2.7% ad increase

The leading national advertisers spent \$26.67 billion in total advertising in 1985, up from a restated \$25.97 billion in 1984. Spending broke out into \$14.57 billion, up about 4%, in 11 measured media, representing about 53% of all national expenditures in those media, and \$12.1 billion in unmeasured advertising, up 0.7%.

As Paul Mall and Terryon Clapner, American Cigar also introduced the White Tip cigar in extension of its La Corona White brand. SECCB is handling the limited advertising.

However, American Brands in July, 1984, sold American Tobacco to Macmillan and Potting, Canada, N.C. That divestiture will affect the White brand; however, neither American Brands nor Macmillan and Potting have commented in the quarter to reflect writedown in connection with the sale. The writedown also involves expenses related to the closing of Durham, N.C.

To change the image, Beams spent nearly \$3 million in retooled models advertising that were to exploit the bourbon as a more youthful brand.

Beams made an unusual move in 1983 when it introduced nationally its Beams 222193ers in a can with six per cent alcohol concentration. Beams spent \$2.5 million to manufacture the product, which was handled by Beams, Keams & Eckhardt, Chicago. Beams also entered the flavored cigarettes market in 1985, with the introduction of Beams Van Scentzers.

**Sales of Japanese products rose 10% in 1984 to \$6.9 million.**

Sales of Japanese products rose 10% in 1984 to \$6.9 million, up from \$6.2 million in 1983. Sales in 1984 were paced by Japen's sales to \$14.7 million, currently in third place in that growing category, with a 9.8% increase over 1983. Other Japanese products, including market leaders Kinross, and Proctor & Gamble's Ivory Whitening, also climbed the category list.

Japanese products are sold in the hand-dipped, infused, and machine-made categories. Japen's No. 2, with a near century history, is the best-selling category, followed by Kinross's Double Happiness. Other Japen's products include Ivory, which is sold in 10% share of the market.

[illegible]

# Guide to corporate boxtops

**Consolidated Apex Systems 51**

Garden State Estate, N.J.

Q in thousands

Worldwide	1984	1985	1986	% chg
Net sales	2,725	3,416	4,161	23
Net income	1,252	1,416	1,611	23
U.S.				
Net sales	2,000	2,400	2,800	20
Net income	900	1,000	1,100	11
Operating profit	1,200	1,300	1,400	8
Operating margin	44%	38%	34%	62

Consolidated Apex Systems is ranked 51st among the 100 Leading National Advertisers, picked by *Ad Age* in the issue and based on total U.S. advertising spending in 1985, which is reported in this box either under Worldwide or U.S. Bold headings.

Consolidated Apex Systems is based in Garden State Estate, N.J.

CAS reports on a calendar basis the most of the top 100. However, should a company report on a fiscal basis, the years heading the column would read, 1986 and 1985, if the fiscal year closing date occurs before this issue was published.

Advertisement sales		1988	1989	% chg.
Print		4,660	4,770	2.4
Television		4,840	5,170	6.8
Radio		230	230	0.0
Outdoor		220	240	9.1
Direct mail		230	240	4.3
Food processing		120	140	16.7
Other		120	100	-16.7
Total		10,300	10,720	4.0

## Guide to corporate boxtops

The advertising figure is a composite of C&S's media spending, both measured and unmeasured, contained in the publisher's financials at the end of the fiscal year in each period. See "Where Ad Age got the data" on Page 16 for an explanation of the publisher's fiscal year.

Division, sales are the business segments as defined by CAS and their sales for comparable years. However, should CAS have too many divisions to fit into the box, the editors combined those segments into "other." In this case, CAS segments for its specialty meats and chicken broiler production—both providing major contributions to its strong industrial base—were merged into "other."

The leading national advertisers spent \$26.67 billion in total advertising in 1985, up from a restated \$25.97 billion in 1984. Spending broke out into \$14.57 billion, up about 4%, in 11 measured media, representing about 53% of all national expenditures in those media, and \$12.1 billion in unmeasured advertising, up 0.7%.

Cigars in the five-to-60¢ category sold for more than 4% of U.S. cigar sales. Trade promotion and consumer sampling for American Smokers is being stepped up by the company's new American Brand cigarette company, as well as Pall Mall and Tarentos cigarettes. American Cigar also introduced the White Tip cigarette in extension of its La Corona White brand. SGCAB is handling the limited advertising.

In the five-to-10¢ category, July 1986, and American Tobacco to Mac Andrews & Porges, Camden, N.J. That diversification will affect the third quarter, 1986, results. American Brands will take one-time \$100 million mid-year write-off in the quarter to reflect the sale of the company's tobacco assets. The write-off also involves expenses related to the closing of Durham, N.C., and Richmond, Va., plants.

country. Despite an industry-wide decline in bottom-line profits, B&W must still contend with the much larger threat coming from consumers' growing interest in health and safety products. To change its image, B&W spent nearly \$3 million in newspaper ads advertising that water is good for the bathroom as a true youthful trend.

B&W plans to launch a national move in 1987 called "The Great Toilet Paper Sale." Jim Dean, ZZZplant, which may get the bid and merchandise sold. B&W plans \$250,000 on the new product line, which it hopes launched by December. National ad campaign will begin in February 1987. In the meantime, B&W has been working on developing strategies since 1935, with the introduction of Baron Von Scheiters line.

American Brand closed its 100-year-old dairy-making plant in Durham and moved production to a new high-speed facility in Rockdale, Va., where it produces 100,000 quarts of its Durham facility was transferred to Rockdale. The company's Steamships Building in Richmond, Va., will be closed during the first quarter of 1997.

American Brand, for the first half of 1996, reported a 10% increase in sales. Despite a 2.6% increase in sales for American Brand, food processors within the division sealed the year with a 10% increase in operating profits. The division is spending significant resources on research and development for the impact product in the division, completed the national rollout of the Sustainable American Heritage line of snack crackers.

In 1995, Sustainable entered the dehydrating and cooking market, dehydrated and cooked 200 products.

During the first half of 1996, the dairy division, which consists of Marzetti, a subsidiary of the National Group of Galleries, MCM Production, and a portion of the National Group of Galleries, reported a 10% increase in sales. This represents the highest increase among all A.S. divisions. Sales for A.S. reported \$1.3 million in processed products, slightly greater than in 1994. Marzetti lost manufacturing

ADVERTISING EXPENDITURES	
(\$ in thousands)	
Advertising	184
Public relations	101
Product promotion	5,325
Corporate promotion	21,476
Executive recruiting	36
Other	36
<b>Total</b>	<b>27,085</b>
Advertising as % of sales	4.8%
Product promotion as % of sales	11.7%
Corporate promotion as % of sales	4.7%
Executive recruiting as % of sales	0.1%
Other as % of sales	0.1%
<b>Total as % of sales</b>	<b>21.4%</b>
<b>AMERICAN BRANDS</b> <b>1984-1990, \$ million</b>	
Advertising	1,735
Product promotion	1,069
Corporate promotion	61,245
Executive recruiting	1,027
Other	1,000
<b>Total</b>	<b>66,076</b>

# **Guide to corporate boxtops**

**Consolidated Apex Systems 51** MARK

Consolidated Apex Systems is ranked 51st among the 100 Leading National Advertisers, as published by *Ad Age* in this issue and based on total U.S. advertising spending in 1985, which is reported in this box after under Worldwide or U.S. Total Advertiser.

For more information about this advertisement, please contact your nearest sales office or write to: The Advertising Research Corporation, 1700 Broadway, New York, NY 10019-6503.

	1992	1993	1994
Workforce	1,000	1,000	1,000
Net income	\$100	\$100	\$100
U.S.	100	100	100
Operating profit	100	100	100
Operating assets	100	100	100
Operating liabilities	100	100	100
Operating equity	100	100	100

	1986	1984	% chg.
Chickens table	1,968	1,964	0.2
Eggs	4,208	4,228	-0.5
Conversions	449	519	-13.3
Salmon	227	219	3.7
Shrimp	231	219	5.5
Seafood	307	404	-24.0
Food processing	1,245	1,271	-2.1
Other			7.2

Division sales are the business segments as defined by CAS and their sales for comparable years. However, should CAS have too many divisions to fit into the box, the editors combined those segments into "other." In this case, CAS segments for its specialty meats and chicken broiler production—both providing major contributions to its strong industrial base—were merged into "other."

(202) 686-4000  
AMERICAN TOBACCO CO.  
Baltimore, Conn.  
Corporate Personnel  
T.C. Hays, exec. vp.  
Marketing Personnel  
W.J. Meeks, vp/adm.  
W.C. Strawn, mktg. consult.  
M.C. O'Neil, sales services dir.  
E.H. Hawkins, frnt. affairs  
H.W. Anderson, pres. mgr.  
C. James E. Gittel, prod. mgr.  
LARRY SCHULZ  
J.J. Mellett, prod. mgr.  
W. Deckerbaum, mktg. support  
G.H. Wilson, Jr. vp/adm.

[illegible]

Christine Demick, mty-coordinator, mty board  
 Advertising Agency  
 Steward & Stauder, New York—Lester Schacter, chairman; Lew Steward, president; Thomas Hartz, chief operating officer; John Williams, secretary  
 FRANKLIN LIFE INSURANCE CO., Springfield, Ill.  
 Marketing Personnel  
 Jack Wilson, mty-board member; T. L. O'Neil, mty-board member  
 IDENTICAL LIFE INSURANCE CO., Dallas  
 Marketing Personnel  
 Joe W. Hopkins, mty-board officer; Virginia L. Hopkins, mty-board secretary  
 DISTILLING CO., Chicago  
 Marketing Personnel

**CLUBS:** Club Harvest, 1940-41, 1942-43, 1944-45, 1946-47, 1948-49, 1950-51, 1952-53, 1954-55, 1956-57, 1958-59, 1960-61, 1962-63, 1964-65, 1966-67, 1968-69, 1970-71, 1972-73, 1974-75, 1976-77, 1978-79, 1980-81, 1982-83, 1984-85, 1986-87, 1988-89, 1990-91, 1992-93, 1994-95, 1996-97, 1998-99, 2000-01, 2002-03, 2004-05, 2006-07, 2008-09, 2010-11, 2012-13, 2014-15, 2016-17, 2018-19, 2020-21, 2022-23, 2024-25, 2026-27, 2028-29, 2030-31, 2032-33, 2034-35, 2036-37, 2038-39, 2040-41, 2042-43, 2044-45, 2046-47, 2048-49, 2050-51, 2052-53, 2054-55, 2056-57, 2058-59, 2060-61, 2062-63, 2064-65, 2066-67, 2068-69, 2070-71, 2072-73, 2074-75, 2076-77, 2078-79, 2080-81, 2082-83, 2084-85, 2086-87, 2088-89, 2090-91, 2092-93, 2094-95, 2096-97, 2098-99, 2100-01, 2102-03, 2104-05, 2106-07, 2108-09, 2110-11, 2112-13, 2114-15, 2116-17, 2118-19, 2120-21, 2122-23, 2124-25, 2126-27, 2128-29, 2130-31, 2132-33, 2134-35, 2136-37, 2138-39, 2140-41, 2142-43, 2144-45, 2146-47, 2148-49, 2150-51, 2152-53, 2154-55, 2156-57, 2158-59, 2160-61, 2162-63, 2164-65, 2166-67, 2168-69, 2170-71, 2172-73, 2174-75, 2176-77, 2178-79, 2180-81, 2182-83, 2184-85, 2186-87, 2188-89, 2190-91, 2192-93, 2194-95, 2196-97, 2198-99, 2200-01, 2202-03, 2204-05, 2206-07, 2208-09, 2210-11, 2212-13, 2214-15, 2216-17, 2218-19, 2220-21, 2222-23, 2224-25, 2226-27, 2228-29, 2230-31, 2232-33, 2234-35, 2236-37, 2238-39, 2240-41, 2242-43, 2244-45, 2246-47, 2248-49, 2250-51, 2252-53, 2254-55, 2256-57, 2258-59, 2260-61, 2262-63, 2264-65, 2266-67, 2268-69, 2270-71, 2272-73, 2274-75, 2276-77, 2278-79, 2280-81, 2282-83, 2284-85, 2286-87, 2288-89, 2290-91, 2292-93, 2294-95, 2296-97, 2298-99, 2300-01, 2302-03, 2304-05, 2306-07, 2308-09, 2310-11, 2312-13, 2314-15, 2316-17, 2318-19, 2320-21, 2322-23, 2324-25, 2326-27, 2328-29, 2330-31, 2332-33, 2334-35, 2336-37, 2338-39, 2340-41, 2342-43, 2344-45, 2346-47, 2348-49, 2350-51, 2352-53, 2354-55, 2356-57, 2358-59, 2360-61, 2362-63, 2364-65, 2366-67, 2368-69, 2370-71, 2372-73, 2374-75, 2376-77, 2378-79, 2380-81, 2382-83, 2384-85, 2386-87, 2388-89, 2390-91, 2392-93, 2394-95, 2396-97, 2398-99, 2400-01, 2402-03, 2404-05, 2406-07, 2408-09, 2410-11, 2412-13, 2414-15, 2416-17, 2418-19, 2420-21, 2422-23, 2424-25, 2426-27, 2428-29, 2430-31, 2432-33, 2434-35, 2436-37, 2438-39, 2440-41, 2442-43, 2444-45, 2446-47, 2448-49, 2450-51, 2452-53, 2454-55, 2456-57, 2458-59, 2460-61, 2462-63, 2464-65, 2466-67, 2468-69, 2470-71, 2472-73, 2474-75, 2476-77, 2478-79, 2480-81, 2482-83, 2484-85, 2486-87, 2488-89, 2490-91, 2492-93, 2494-95, 2496-97, 2498-99, 2500-01, 2502-03, 2504-05, 2506-07, 2508-09, 2510-11, 2512-13, 2514-15, 2516-17, 2518-19, 2520-21, 2522-23, 2524-25, 2526-27, 2528-29, 2530-31, 2532-33, 2534-35, 2536-37, 2538-39, 2540-41, 2542-43, 2544-45, 2546-47, 2548-49, 2550-51, 2552-53, 2554-55, 2556-57, 2558-59, 2560-61, 2562-63, 2564-65, 2566-67, 2568-69, 2570-71, 2572-73, 2574-75, 2576-77, 2578-79, 2580-81, 2582-83, 2584-85, 2586-87, 2588-89, 2590-91, 2592-93, 2594-95, 2596-97, 2598-99, 2600-01, 2602-03, 2604-05, 2606-07, 2608-09, 2610-11, 2612-13, 2614-15, 2616-17, 2618-19, 2620-21, 2622-23, 2624-25, 2626-27, 2628-29, 2630-31, 2632-33, 2634-35, 2636-37, 2638-39, 2640-41, 2642-43, 2644-45, 2646-47, 2648-49, 2650-51, 2652-53, 2654-55, 2656-57, 2658-59, 2660-61, 2662-63, 2664-65, 2666-67, 2668-69, 2670-71, 2672-73, 2674-75, 2676-77, 2678-79, 2680-81, 2682-83, 2684-85, 2686-87, 2688-89, 2690-91, 2692-93, 2694-95, 2696-97, 2698-99, 2700-01, 2702-03, 2704-05, 2706-07, 2708-09, 2710-11, 2712-13, 2714-15, 2716-17, 2718-19, 2720-21, 2722-23, 2724-25, 2726-27, 2728-29, 2730-31, 2732-33, 2734-35, 2736-37, 2738-39, 2740-41, 2742-43, 2744-45, 2746-47, 2748-49, 2750-51, 2752-53, 2754-55, 2756-57, 2758-59, 2760-61, 2762-63, 2764-65, 2766-67, 2768-69, 2770-71, 2772-73, 2774-75, 2776-77, 2778-79, 2780-81, 2782-83, 2784-85, 2786-87, 2788-89, 2790-91, 2792-93, 2794-95, 2796-97, 2798-99, 2800-01, 2802-03, 2804-05, 2806-07, 2808-09, 2810-11, 2812-13, 2814-15, 2816-17, 2818-19, 2820-21, 2822-23, 2824-25, 2826-27, 2828-29, 2830-31, 2832-33, 2834-35, 2836-37, 2838-39, 2840-41, 2842-43, 2844-45, 2846-

under, call me at 771-4600, or write me at:  
WILSON JONES CO.  
Chicago

**Marketing Personnel**  
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R. E. Topp, 101 W. Madison, 2nd floor  
M. A. Russell, 101 W. Madison, 2nd floor

**Advertising Agency**  
Al Paul Little Co., New York—Jack  
Stuck, via Robert E. B. V.  
ACME VISUAL RECORDS  
New York

**Advertising Personnel**  
Loring M. Stuck, 457 mg.  
Advertising Agency  
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**Marketing Personnel**  
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John W. Hargrave, 1900 Avenue at Large

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Roger M. Hornig, field sales mgr.  
Ernest P. Amann, mgr.-mail acct.  
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all-Cramer, Boston-John McManis,  
acct. super-golf div.; Mary Curran, acct.  
super-roller div.

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Advertising Agency  
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Douglas J. Turner, acct. mgt.  
ANDREW JERGENS CO.

Cincinnati

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Robert V. Reed, vp.-mtg.  
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D. Tim Zimmerman, dir.-prod. mgt.  
Richard R. Colbin, vp.-sales

#### Advertising Agency

Ally & Gargano, New York-Kyrgus fu-  
son, Jorgas Alce & Lasele Moon, Jorgas  
mild soap, Jorgas Alce & Lasele soap,  
Jorgas toilet-ceramide liquid soap, Gentle  
Fusch soap, plus a general line of toiletries  
& cosmetics. Charles V. Rich, sr. vp.-group  
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super. Peter Fink, acct. mgt.

SWINGLINE INC.

New York

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John Sheridan, dir.-sales & mtg. business  
machines div.  
Fred Weiss, vp.-mtg. dev. & sch. m.  
Fred Saunders, vp.-sales, office prod. div.  
Anne S. Burnit, mtg. services mgt. office prod.  
div.

John Peters, export mgt.

William Gibbons, mtg. sales mtr. consumer  
prod. & retail subsidiary div.  
Anne Irvine, mtg. services mgt. consumer  
prod. & retail subsidiary div.

#### Advertising Agency

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ert H.D. Bell, acct. mgt.

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Old Greenwich, Conn.

#### Corporate Personnel

R.P. Thillit, prod.-con.

#### Marketing Personnel

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Sons Cutlery Co.  
Richard N. Turner, vp.-sales, professional  
div., Mason Corp.  
Robert M. Meyers, vp.-sales, con-  
sumer/marketing div. Mason Corp.  
Craig M. Meyers, vp.-sales, business div.  
Mason Corp.  
Paul Greenberg, vp.-sales & mtg. Marvel  
Lighting Corp.

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Marion Corp.-Dan McDoughall, president.  
Paul, Prida & Perry Ltd.-Marion Can-  
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